# GOVERNMENT OF INDIA
# COMMUNICATIONS AND INFORMATION TECHNOLOGY
# LOK SABHA

UNSTARRED QUESTION NO:2994
ANSWERED ON:16.03.2016
Social Media Policy
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**Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:**

(a) whether the Government proposes to frame a social media policy for strategic dissemination of information and if so, the details thereof; and

(b) the steps taken by the Government for convergence and integration of communication through an identified hub on social media?

## Answer

(a): Government of India has notified "Framework & Guidelines for use of Social Media for Government Organisations" on 8th Sept 2012. The framework & guidelines have been formulated with a view to help Government Ministries, Departments & agencies to make use of social media platforms to engage more meaningfully with their various stakeholders. The document provides an in-depth review of types of social media, their characteristics and challenges in their uses.

(b): 'MyGov' platform is a Citizen engagement platform developed by the Government of India to promote the active participation of the Indian citizens in their country's governance and development. "My Gov" currently has about 18.8 lakh registered users. State instances have also been provided to Govt. of Maharashtra & Haryana on a test basis. Nearly 40 Ministries/Departments of Government of India have organised over 1200 Citizen engagement activities on "My Gov".

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